

PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Mr. George Weissman
FROM: James L. Thompson, Jr.
SUBJECT: CONSUMERS DIGEST

DATE: November 2, 1982

I reviewed the file on Consumers Digest and there has been no positive reaction to the publication, either here or at our agencies.

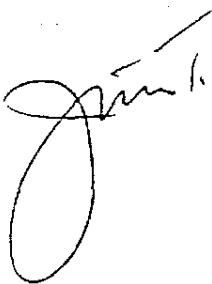
Tom Carr, Advertising Director, met with Claude Beck last January and I saw him in March. Also, Paul Confrey, Sales Representative, called on us twice in September, and both Wells, Rich, Greene and Burnett have seen Consumers Digest sales people in 1982.

It's a bi-monthly publication that reaches a 51 year-old male and has 800,000 circulation. A copy is attached.

Please let me know if you need additional input or would like to discuss it further.

JLT/mcf
Attachment

cc: Mr. C. Beck
Mr. J. Bowling
Mr. J. J. Morgan



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